

Marilyn Monroe

discovers the world's most glamorous
make-up... from the
WESTMORES of HOLLYWOOD



You can share the wizardry of the world's foremost beauty experts, the men who make the stars more beautiful: Perc Westmore, the dean of Hollywood make-up artists; Wally Westmore, Make-up Director, Paramount Studios; Frank Westmore, famous Hollywood make-up stylist; Bud Westmore, Make-up Director, Universal Studios.

The world's most glamorous stars asked for it... an *easier-to-apply, longer-lasting* make-up that would give them the same complexion glamor on the street that they have in close-ups on the screen!

And the Westmores gave it to them... fabulous *liquid* TRU-GLO! A make-up that literally flows on your cheek.

You just dot it on, blend evenly with your fingertips, and pat off excess with a tissue. Presto! Your complexion takes on a luminous freshness—a petal-softness—that lasts all day!

Tru-Glo hides tattle-tale lines and imperfections... draws a sheer veil of color over blemishes... gives you a truly *poreless* look! Even more important, it imparts a radiant natural glow that brings out your true beauty!

And... satiny Tru-Glo never streaks. Never leaves a "masky" look. Not greasy or drying. The world's most glamorous make-up, magical Tru-Glo gives you breath-taking loveliness!

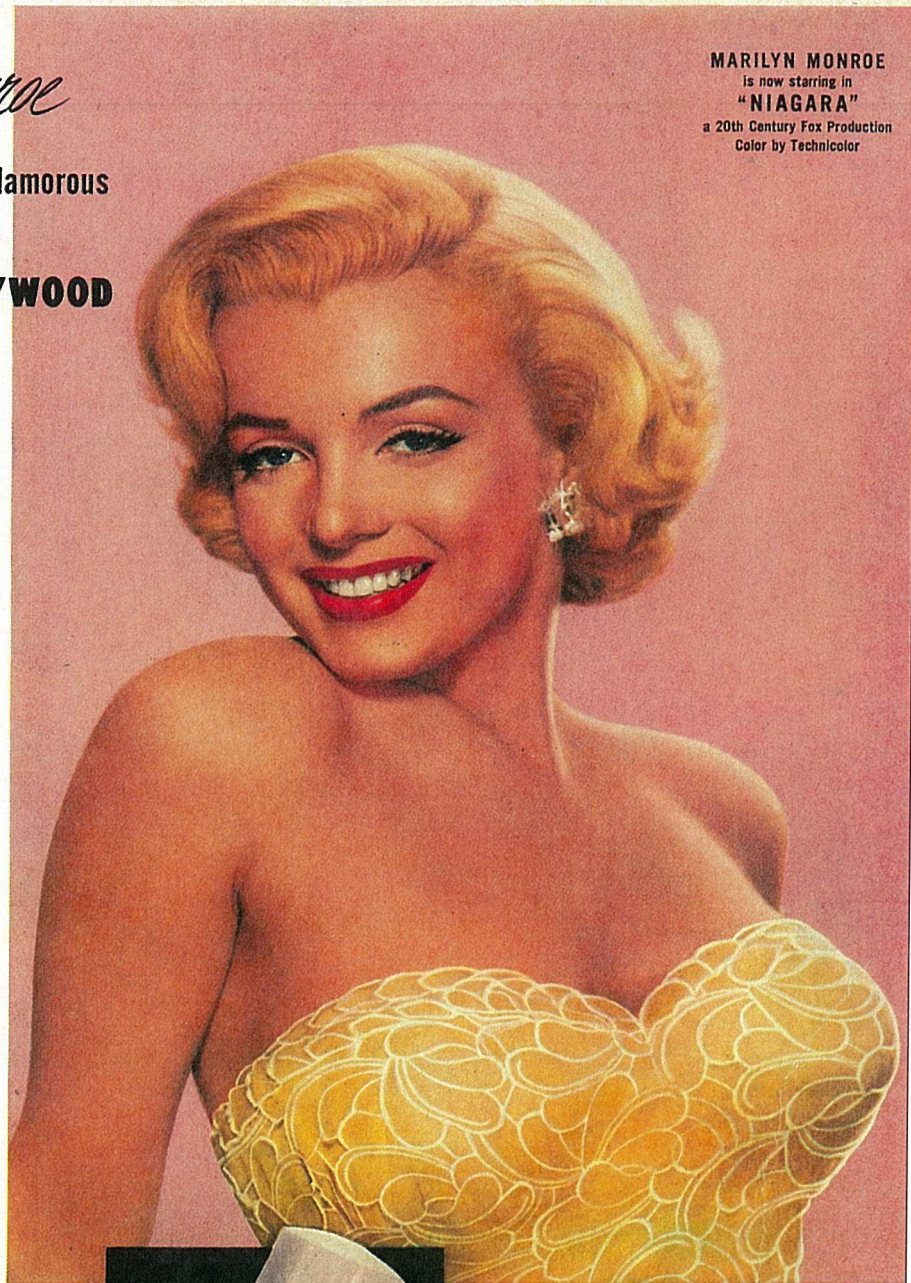
Perfect for all types of skin. Comes in shades to suit every skin tone. Tru-Glo is available wherever good cosmetics are sold.

Acclaimed by Hollywood

Tru-Glo
LIQUID MAKE-UP

ONLY **59¢** plus tax

(slightly higher in Canada)



MARILYN MONROE
is now starring in
"NIAGARA"
a 20th Century Fox Production
Color by Technicolor



Now...a new creamy, smearproof lipstick...by the Westmores!

The perfect accent to a Tru-Glo complexion—Hollywood Lipstick by the Westmores! And Hollywood loves it because of its intoxicating color richness and exciting sheen...and because it won't smear. Feels wonderfully creamy on the lips. Non-drying.

ONLY **59¢** and **29¢** plus tax
(slightly higher in Canada)



WESTMORE *Hollywood* **COSMETICS**